

Profile

Applicant: Regional Application
Grant Manager: Lynn Tillotson
Name of Organization: Greater Portland CVB
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Date of Incorporation: October 22nd, 1982
EIN: 01-0384674

What were the top three highlights from the previous fiscal year?

BOSTON MARKETING CAMPAIGN: The Boston marketing campaigns were designed to promote traffic to Maine during the shoulder seasons. The campaigns ran in November for the holiday season, March for early Spring and June for early Summer. In conjunction with the Amtrak Downeaster, Boston's Mix 98.5 radio station and Boston.com we drove an average of 4600 unique visitors to each landing page and captured an average of 1300 names and addresses per campaign. This is approximately 3900 names and addresses and 13,800 unique visitors in total. Follow up mailings were done for each campaign and included a visitor guide and area map.

BRIDAL GUIDE: The Maine presence in Bridal Guide was increased from the existing 4 1/2 page spread to a total of 9 pages. In addition to the Bridal Guide 9-page spread we were able to add an additional 4 pages to produce a 12-page overrun. We printed 6,000 pieces of the overrun that were then mailed to inquiring brides requesting the state of Maine.

AMERICAN BUS ASSOCIATION (ABA) MARKETPLACE: In January we attended the ABA Marketplace for the first time. With a potential maximum of 52 appointments we were able to secure 48 appointments with individual tour bus operators. With the exception of one operator, each of the other 47 operators already had a trip scheduled or wanted to get more information on scheduling a trip in the future. We were able to get approximately 50 specific leads for area businesses.

Please state your three primary goals for the next year and how you expect them to increase tourism revenue for the region with cooperative funds.

GOAL 1: To enhance the Greater Portland Convention & Visitors Bureau's website to represent the region to visitors with a more comprehensive resource. We will increase our current number of pages that are indexed with Google from 200 to approximately 700 pages or more.

GOAL 2: To continue to build awareness of Maine as a site for destination weddings and increase our leads for future wedding business by 5%.

GOAL 3: To increase awareness of the Greater Portland / Casco Bay region among local and national meeting and event planners.

Please describe the overall strategy you will implement to achieve these goals.

GOAL 1: Work with Beyond Ink and Allure Creative to jointly make the necessary improvements on our website to provide more content, better optimization, return traffic, higher conversion rates and greater ease of using the site, with the ultimate goal of enticing visitors to visit the Greater Portland / Casco Bay region.

GOAL 2: We will offer a co-op print program with substantial discounts to state-wide businesses interested in attracting wedding business. Using an advertising and advertorial approach, we will present the best locations in Maine for destination weddings and honeymoons.

GOAL 3: We will offer our area facilities a substantial discount to collaboratively promote our destination as a prime convention destination on ConventionPlanit.com.

How do these goals and strategies fit with the Office of Tourism's?

GOAL 1: The Maine Office of Tourism has been improving their website for the last few years, recognizing that the future of increasing the number of travelers visiting Maine is driven through providing those travelers with a comprehensive website.

GOAL 2: The Maine Office of Tourism began a strong relationship with Bridal Guide Magazine; we will continue to build on that relationship with the Maine Office of Tourism and Bridal Guide Magazine to promote Maine as a bridal destination.

GOAL 3: The Office of Tourism's primary goal is to drive traffic to Maine via individual travelers, motorcoach travelers, international travelers and convention travelers.

Please describe how the financial resources will be monitored by your organization.

Amy Tolk, CVB Vice President, will code all grant related revenues and expenditures with a 07-08 MTMPP job code. All invoices will be marked with the job code and filed separately from other CVB expenditures.

In addition, with the new changes to the MTMPP grant application process, all finances will be able to be shown in the reporting process.

Primary Analysis

Research

Is your region or event conducting any research initiatives this year?

Yes

If you have Research Initiatives, please state the purpose and give a brief description of each.

This year we will be working extensively on our website www.visitportland.com. Our goal is to be able to make significant changes in the area of tracking web traffic. We will launch and analyze google analytics at a professional level to review where we are receiving web traffic as well as losing it. We will incorporate areas to capture visitor information, meeting planner information and tour operator information for concise records.

Public Relations

Who is the person/company that is responsible for your PR program?

Company: Convention & Visitors Bureau of Greater Portland

Address: Attn: Courtney McMennamin
245 Commercial Street
Portland, Maine 04101

Phone: (207) 772-4994 x 233

Email Address: courtney@visitportland.com

Would you be interested in participating in a two-hour public relations workshop?

Yes

Would you like to be contacted regarding PR efforts?

Yes

Please provide a list of editorial contacts:

Raha Naddaf
GQ Magazine
4 Times Square, 9th Fl.
New York, NY 10036
212.286.4839

Gerald Bartell
Freelancer-PlanetOut
Home: 212/777-0652
Cell: 917/843-1426
145 East 15th - 7G
New York, NY 10003

Masafumi Mori
OFFICE KEI, Inc.
450 7th Ave, Suite 300
New York, NY 10123
phone: 212-983-7479
fax: 212-983-7591
e-mail: masa@officekei.net
<http://officekei.net>

Diane Bair
Freelancer-AirTran Inflight Magazine
dcbair@comcast.net

Courtney Anderson
Rhode Island Monthly
280 Kinsley Avenue
Providence, RI 02903
(401) 277-8285
canderso@rimonthly.com

Please provide a list of publications and/or broadcast outlets you would most like to target:

Bridal Guide, Yankee Magazine, Coastal Living, AAA Publications, Travel & Leisure, Food and Wine, Golf Digest. In addition we would like to be able to target NECN in Boston and WHMO radio.

Co-Op Efforts

In what type(s) of co-op effort, if any, is your group participating?

Internal, e.g. A local matching program with hotels and inns., External, e.g. Partnerships with other groups., State-wide, e.g. Coordinated intra-state vacation effort in partnership with the MOT, participate in MOT/PSA

Please describe in further detail your co-op efforts:

INTERNAL: We will partner with our area businesses to produce more meeting and convention business for Maine.

EXTERNAL: We will partner with Golf Maine and the Maine Lakes and Mountains region to work on gaining a larger golf audience awareness for Maine golf courses.

STATE WIDE: With our efforts to work with other regions to collaborate we will partner with each of the other regions on the PSA program, CENTRO and MTMPP website updates.

Website Development & Maintenance

If you currently have a website, please provide us with your URL:

URL: www.visitportland.com

Please provide a brief description of the overall goal of your site and the functionality that the site offers to its visitors:

We aim to provide a comprehensive tourism information website for individuals and group travelers; facility and service information for meeting and convention planners; resources for the travel media and travel trade; and industry and organization information for members of the CVB.

Our goal is to continue to make our website a leading resource for the Greater Portland / Casco Bay region. This past year we were able to provide an on-line booking engine to allow visitors to book their accommodations immediately.

Please provide a brief description of the intended strategy for improvement over the next one to two years:

In the upcoming year we will continue to work on updates proving to the travelers, event planners, tour operators and brides that www.visitportland.com is the primary resource for our region.

1. Analyzing the traffic of the website.
2. Optimizing primary pages in the search engines.
3. Adding more detailed comprehensive content to primary pages for professional meeting planners and tour operators.
4. Continuing to improve on our on-line vacation packages.
5. Provide an on-line interactive mapping system.

Visitor Database

Do you collect and compile information on your visitors (names, addresses, areas of interest, etc.)?

Yes

If so, please describe how the database is currently structured and how it is used for marketing and communication initiatives:

We capture names and addresses of visitors requesting a visitor guide to be sent to them. In addition, as part of that request they have the opportunity to supply their e-mail address to receive further information on the Greater Portland/Casco Bay region.

Quarterly in 2007-2008 we will e-mail vacation deals to those travelers who have opted in for additional information.

Budget Summary

Current Projects

Project 1: PSA Project

Description: Regional Representatives chose to support Public Service Announcements to inform Maine residents about the role tourism plays in the Maine economy and to promote vacationing in Maine.

MTMPP Award: \$10,000.00

Project 2: Web Application Streamlining

Description: Regional Representatives chose to support the streamlining of the MTMPP Grant online application and to simplify the grant reporting process.

MTMPP Award: \$2,050.00

Project 3: CENTRO Tracking / Measurement

Description: Regional Representatives chose to support the development of measurement systems by the University of Maine's CentRO and to provide a clearing house for regions data collection.

MTMPP Award: \$4,875.00

Project 4: Administrative Costs

Description: The Administrative fee is 20% of the regional grant allocation and does not require a match.

MTMPP Award: \$17,400.00

Project 5: Photography

Project Type: Professional Photography

Description: The Greater Portland area is in need of additional stock photography to be used in marketing publications, website content, public relations and travel writers. We will obtain a photographer to build our inventory with an additional 30-50 photographs over the four seasons.

Element 1: Photography

Project: Photography

Element Description: Our goal is to establish stock photos that capture the true essence of the Greater Portland / Casco Bay region. Capturing the beauty of the coastline, the working waterfront, the cobblestone streets lined with shops, people enjoying their visit will help us to sell the destination through our website as well as in print.

- Timeline:** The photographer will work throughout the year beginning in July to get a variety of shots reflecting each season.
- Tracking:** We will only purchase photos that have the consensus of the staff that they are capturing the true spirit of Portland.
- Target Market:** Greater Portland / Casco Bay will be the primary target that we will be photographing. The photographs will be used for the Greater Portland / Casco Bay's website and print material.
- Rationale:** With the old adage "A picture says a thousand words" it is imperative that we have photos that sell the destination with a first glance. We want visitors to be lured to visit Maine.
- Image Categories:** OCEANFRONT: Visitors enjoying the waterfront as well as capturing the quintessential Maine fisherman lobstering.
- DOWNTOWN: The store lined cobble stoned streets, visitors window shopping, the nightlife, culture and architecture.
- SCENIC: Scenic shots that make you say "I want to go there!"
- SEASONAL: Specialty seasonal shots for specifically fall and winter.
- Budget Description:** We will hire one or more freelance photographers to secure a minimum of 30 photos.
- MTMPP Award:** \$2,500.00
- Cash Match:** \$0.00
- In-Kind Match:** \$0.00

Project 6: Website Development

- Project Type:** Website Development
- Description:** We will take our current website and improve on the content as well as update the technology as it has evolved through the years. Our project will include such things as:
- Web Analysis, Optimization, HTML Coding updates, updated search tool, reformatting member listing pages, calendar of events updates, coupon pages, E-Club opt in area, vacation deals pages, tracking tools for event planners and tour operators, new photography and increased content.

Element 2: Website Update

Project: Website Development

Element Description: Our primary goal is to optimize www.visitportland.com in the search engines as well as double the number of pages that will be indexed by a search engine such a google.

The objectives will be to construct the site with creating search engine friendly pages, with proper keywords, descriptions and browser titles and page structure for each CVB member.

Timeline: Re-construction will begin in July and continue throughout the year.

Tracking: We will be able to track the effectiveness of this project by producing google reports on the number of pages indexed as well as the increase of web traffic to the site.

As well as the optimization of the website we will also be including such items as having visitors sign up for our quarterly e-club, which we will be able to track effectively those visitors wanting more information.

Target Market: Potential visitors to the Greater Portland / Casco Bay region searching the web.

Rationale: Along with the Maine Office of Tourism we see the value of website and how it directly impacts the total number of travelers visiting our region.

Budget Description: We will be utilizing Allure Creative in Brunswick, Maine for this element. All money requested will be assessed towards website improvement.

MTMPP Award: \$7,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 3: Analytics analysis & training

Project: Website Development

Element Description: All online activities will be carefully monitored for 3-6 months. Beyond Ink will then analyze our current web site statistics, spend 2 hours onsite with us to review the data, discussing what the data means to our business, and train us on how to use our analytics tool –Google Analytics -to track this information on an ongoing basis.

Timeline: Beyond Ink will run analysis checks through google analytics for 3-6 months to gather enough data to see how the site is performing and review what we should be tracking and modifying within the site.

Tracking: Tracking will be consistent throughout the initial 3-6 month analytic period. Tracking of web site statistics will then be an ongoing project of reporting and reviewing statistics throughout the year and on an ongoing basis.

Target Market: Potential visitors to the Greater Portland / Casco Bay region searching the web.

Rationale: Beyond Ink will also train one of our staff members as well as our web designer to fully understand the google analytics tool. Once we have an understanding of how to manage our analytics tool and what the data means, we will be better informed so that we can further enhance our web site to attract additional visitors and direct them to specific areas on our site. More traffic equals higher conversions.

Budget Description: Beyond Ink will perform all analytics as well as training for \$2500.

MTMPP Award: \$2,500.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 7: Cruise Consortium and Seaport Marketing

Project Type: Market Research and Development of Strategic and/or Marketing Plans

Description: The Port of Portland is building a new 20 million dollar cruise ship facility. Our goal is to increase the number of cruise ship visits from 28 currently to 38 by 2008. Additionally we are working to increase the number of homeport ships from 2 to 3 and increase the number of port visits from homeporting ships from 5 to 8. We would like to increase the number of days the CAT Ferry visits Portland from 3 to 5. Finally we want to increase the number of passengers taking shore excursions by 5% annually.

We expect to accomplish our goals by working with the travel trade, and our cruise lines, by attending trade shows, doing direct mail, telemarketing, email, fam tours and relationship building. The CVB formed a cruise ship consortium last year with the Port of Portland, Freeport Merchants Association, and the Kennebunkport COC. We contracted with a cruise ship marketing executive and will continue on our three year marketing program with the marketing initiatives stated above.

Element 4: Cruise Consortium and Seaport Marketing

Project: Cruise Consortium and Seaport Marketing

Element Description: The goals of the group are to:

1. To increase the number of cruise ship visits from 28 currently to 38 by 2008
2. To increase the number of homeport ships from 0 to 3 by 2008
3. To increase the number of homeport port of calls from 0 to 8 by 2008
4. To increase the number of day trips from the CAT from 3 to 5
5. To increase the number of shore excursion opportunities and the number of passengers taking shore excursions by 5%

The strategy is to educate the local people on the value of cruise ships, build relationships with travel trade, cruise line executives, and the media as well as attend trade shows.

Timeline: This project is ongoing from July 1, 2007 and will continue through June 30, 2008. The marketing contractor works approximately 15-25 hours each week on the marketing objectives and goals.

Trade Shows include:
Canada New England Cruise Symposium in June of 07
CIIA in Fort Lauderdale in fall of 07
SeaTrade in Miami in spring 08
AAA Southern New England in spring of 08

Tracking: Tracking includes:
1. Building a database of cruise line contacts, travel agent contacts, and media contacts
2. Keeping an up to date list of cruise ships visiting the Port of Portland
3. Building new shore excursion opportunities for regional businesses
4. Keeping up to date with the number of ships home porting at the Port of Portland
5. Working with cruise lines and Discover Canada New England to track the number of cruise passengers taking shore excursions.

Target Market: The target market is domestic and international cruise lines, U.S. travel agents and media as well as local area/regional tourism businesses looking to increase business from visiting ships.

Rationale: Cruise ships bring a large number of passengers into the region and they spend money in shops, restaurants, attractions, museums, and historic sites locally as well as take shore excursions trips throughout the region.

The ships also bring business to area suppliers from lobsters to beer and provide revenue to local marine services. Passengers are exposed to the area and many return for longer stays at some point in the future.

All this adds up to jobs and revenue for regional businesses and tax dollars for our state. The cruise ship industry brought approximately 38,000 passengers to Portland in 2006.

This project was chosen because it is necessary to actively promote the Port of Portland and build on an already successful market. We also determined that because of the loss of the Scotia Prince and the development of the new terminal is was a wise investment.

Finally, this marketing effort extends and supports the activities of CruiseMaine.

Budget Description: The city of Portland has committed to \$25,000 toward this effort. Additional revenues are also being attained from Kennebunkport and Freeport. Sandra Needham, our marketing contractor, will continue to be paid on an hourly basis and submit invoices for time, marketing and travel bi-weekly.

MTMPP Award: \$10,000.00

Cash Match: \$25,000.00

In-Kind Match: \$0.00

Project 8: CruiseMaine - SeaTrade

Project Type: Market Research and Development of Strategic and/or Marketing Plans

Description: The Greater Portland Casco Bay Region will support the marketing efforts of CruiseMaine to attend SeaTrade in Miami in the spring of 2008.

Element 5: SeaTrade Trade Show

Project: CruiseMaine - SeaTrade

Element Description: SeaTrade is an industry trade shows attended by cruise line executives. In addition to attending the show, CruiseMaine will host a reception for members of ICCL (International Council of Cruise Lines).

CruiseMaine organizes booth space for regional partners to attend the show.

Marketing Materials that will be distributed at the show:

1. The tri-fold waterfront development piece featuring Bangor, Rockland and Portland. This piece highlights the current development projects, shows an architect's rendering and features technical specifications, as well as the crew and passenger support services in each area,
2. 2007 MAINE INVITES YOU
3. Misc. Maine Office of Tourism postcards,
4. CruiseMaine brochures,
5. CruiseMaine Travel Agent outreach postcards
6. Downeast Magazines

Timeline: Spring 2008

Tracking: CruiseMaine tracks increased port visits and passengers and reports economic impact of cruise ships to the State.

Target Market: Cruise line executives and cruise line media representatives

Rationale: The U.S. cruise industry has experienced substantial growth in recent years. Nationwide, direct spending by cruise lines and passengers increased for \$9.4 billion to \$14.7 billion (56 percent) between 2000 and 2004 (Business Research & Economic Advisors 2001, 2005). Including multiplier effects, the U.S. cruise industry supported 315,830 jobs and provided \$12.4 billion in wages and salaries in 2004.

In recent years, the cruise industry has seen remarkable growth in the ports of Bar Harbor and Portland, Maine. Cruise Maine anticipates that we will host 222 cruise ship visits in twelve different communities for 2007. It's anticipated that over 134,000 passengers will visit Maine on these scheduled calls.

(No Response)

Budget Description: Funds were requested by Cruise Maine.

MTMPP Award: \$3,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 9: Bridal Guide Magazine

Project Type: Advertising

Description: We will continue with the existing Maine section of the Bridal Guide Magazine co-op and work with our area businesses and Bridal Guide Magazine to continue Maine's presence of a 9-page co-op and advertorial spread in a premier bridal publication. Each advertiser will also receive a hotlink for their romance packages and on the bridalguide.com website creating a value added enhancement. The spread will also feature 3 pages of editorial promoting Maine as a premier bridal destination.

Element 6: Advertising in Bridal Guide Magazine

Project: Bridal Guide Magazine

Element Description: The Greater Portland region will partner with area businesses to create a 5 page co-op advertisement with 3 pages of editorial and 1 page of package listings for a total of 9 pages in the November/December issue of Bridal Guide Magazine. (circulation 180,000)

The entire Maine section will receive a bonus insert regionally in the January/February 2008 issue in North East USA as well as inserted in 20,000 Romance in America Brochures and 20,000 USA Wedding & Honeymoon Guide reprints.

Timeline: Sales will begin to area businesses for co-op opportunities in the summer of 2007.

The publication will reach initial distribution for the November/December, 2007 issue with a circulation of 180,000 nationally. The additional bonus Maine section will be inserted in the Northeast region for the

January/February, 2008 issue with a circulation of 45,307.

Tracking: We will use a dedicated URL website address and a unique toll free number so that we are able to track readers response.

Target Market: With 95% of the Bridal Guide Magazine's readers planning a honeymoon and almost 25% considering a destination wedding, our goal is to reach out to this vital audience.

Rationale: Bridal Guide readers spend \$23 billion annually on weddings and honeymoons. Their median spending is over \$3,000 per honeymoon and median spending for destination weddings over \$6,000.

Our goal is to build awareness of Maine as a site for destination weddings and increase our leads for future wedding business by 5%. We expect to increase tourism revenue for the region and the State by increasing the number of brides who select Maine as a preferred choice for their wedding. Additionally, by offering the wedding planning services of the Convention and Visitors Bureau to brides, we will be able to connect brides with all services needed to hold successful weddings and honeymoons in Maine.

Media Type: Print Advertising

Co-op Opportunity: Maine businesses interested in wedding and honeymoon business will participate in this co-op.

Budget Description: The Maine Office of Tourism has committed \$20,000 to Bridal Guide Magazine. The CVB, with grant funds of \$10,000 and a match of \$14,000 from area businesses working cooperatively with us.

MTMPP Award: \$10,000.00

Cash Match: \$15,000.00

In-Kind Match: \$0.00

Project 10: Golf Digest Magazine

Project Type: Advertising

Description: The Greater Portland / Casco Bay region will join together with Golf Maine and the Maine Lakes and Mountains region to produce a four page spread in Golf Digest. Two pages will be display ads promoting several golf courses throughout Maine and the other two pages will be corresponding advertorial on both participating regions.

Element 7: Golf Digest Advertising

Project: Golf Digest Magazine

Element Description: The goal is to produce a greater awareness of Maine's outstanding golf courses throughout the state. Our objective will be to collaborate with Golf Maine and the Maine Lakes and Mountains region to give Maine a larger presence within Golf Digest and the Northeast region.

Timeline: April 20th, 2007 = artwork & copy due.
July 1st, 2007 = publication is released to the public.
August 1st, 2007 = payment due.

Tracking: We will provide a unique url and 800 phone number connected to the ad to track responses.

Target Market: The circulation of Golf Digest is within the 6 New England states in addition to New York, New Jersey and eastern Canada. Total circulation is 294,000. The circulation is targeted to Golf Digest subscribers.

Rationale: Golf Digest is a targeted marketing tool. Each of the 250,000 magazines is directed to golfers who subscribe to this monthly publication. This publication allows us to narrow down directly to this niche market.

Media Type: Print magazine

Co-op Opportunity: We will co-op with Golf Maine as well as the Maine Lakes and Mountains region.

Budget Description: The Greater Portland / Casco Bay region and the Maine Lakes and Mountains region will both contribute \$5,000. Golf Maine will be contributing the balance of the media buy. Collectively we will work together to design the spread to have a seamless look.

MTMPP Award: \$5,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 11: Marketing Materials

Project Type: Signage

Description: To produce and design marketing banners to display at trade shows.

Element 8: Trade Show Banners

Project: Marketing Materials

Element Description: Our goal is to have 2 free standing, pull up banners with dynamic photography and design to represent the Greater Portland / Casco Bay region effectively.

Timeline: Design and development will begin to take place in July for September trade shows.

Tracking: With trade show banners

Target Market: Trade show audience to include:
Consumers
Meeting and Event Planners
International Tour Operators
Domestic Motorcoach Operators

Rationale: Trade show set ups are consistently getting more and more sophisticated in their appearance. Our region currently does not have a trade show set up that represents the Greater Portland / Casco Bay region effectively. With the use of high resolution imagery and creative graphic design we will create an eye catching display.

Budget Description: Nimlok Maine will produce these banners. Photography, design and final product are all included in the requested MTMPP award.

MTMPP Award: \$1,868.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 12: Interactive On-Line Visitors Guide

Project Type: Brochures

Description: The Greater Portland / Casco Bay CVB will duplicate the Greater Portland / Casco Bay Visitor Guide into an interactive on-line brochure allowing visitors to peruse the guide.

Element 9: On-Line Visitors Guide

Project: Interactive On-Line Visitors Guide

Element Description: The goal is to get a greater distribution for the Greater Portland / Casco Bay visitor guide allowing visitors to review what the area has to offer without waiting for the guide to be received via the mail.

The objective is to have this digital publication be deployed on the web site, providing significant savings in mailing and reproduction costs as well as gaining a wider target audience.

Timeline: The 2007-2008 Greater Portland/Casco Bay Visitor Guide will be off the press and delivered the end of April 2007.

The Guide will then be transferred into the electronic version and links added for each advertiser.

The link to the on-line visitor guide will go up on www.visitportland.com in July, 2007.

Tracking: A tracking system is in place with this software. The system will track the amount of times the publication is downloaded as well as track each page to reflect how many times it has been clicked on. In addition, specifically each advertiser will receive a live link to their website and each of those clicks will also be tabulated.

Target Market: Our target audience are visitors inquiring about the Greater Portland / Casco Bay region in addition to Maine. We hope to capture greater audience due to the increased use of the internet.

Rationale: This element was chosen due to the increasing traffic on the visitportland.com website as well as the increase in on-line usage for planning vacation get-a-ways.

The on-line publication mimics the layout of a print piece. The technology converts any printed material into digital form and includes features that allow users to flip pages, zoom in/out, search text, embed audio/video, print, e-mail and link to web sites to finalize transactions.

Distribution Plan: Distribution will be throughout our www.visitportland.com website with primary exposure on our home page and visitors page.

Budget Description: MTMPP requested amount covers all fees for set up, conversion, hosting, links for all publication advertisers and monthly statistical tracking reports.

MTMPP Award: \$2,475.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 13: Convention and Event Marketing

Project Type: Advertising

Description: We will partner with local convention facilities to build a Maine presence on a website called ConventionPlanit.com. Designed by meeting professionals as an efficient registration-free search engine, ConventionPlanit.com helps planners quickly refine their search to identify suitable destinations, facilities, and service providers.

Element 10: ConventionPlanit.com Advertising

Project: Convention and Event Marketing

Element Description: Our goal is to build a greater awareness of the Greater Portland region with both local and national meeting and event planners. Our objective will be to supply ConventionPlanit.com will up to 12 local event planning facilities.

Timeline: Sales for area facility members will begin to take place during the summer of 2007.

Tracking: Facilities receive pre-qualified leads via phone; fax or e-mail. As inquires are sent directly from decision makers, they are tabulated within the statistics counter on their listing page.

Target Market: The target market are meeting and event planners who utilize the web for site selection research. ConventionPlanit.com is comprehensively promoted within the meetings industry and is the only search engine endorsed by the American Hotel and Lodging Association, among several industry partners.

Rationale: In today's marketplace, over 90% of meeting professionals are conducting research online and the ideal time to reach them is when they begin to consider options. Founded in 2003, ConventionPlanit.com offers a long term, direct strategy to reach more qualified prospects and build new, group market share.

Designed in concert with their advisory council of industry professionals and input from their users, ConventionPlanit.com is an efficient registration-free and commission-free site that is used daily by 600 - 800 meeting professionals.

Media Type: Web

Co-op Opportunity: We will work with up to 12 regional meeting and event facilities creating detailed listing pages for their business.

ConventionPlanit will incorporate an interactive map of the Greater Portland area with each of the participating facilities highlighted reflecting a broader scope of the destination. Each facility is hyperlinked to their respective listing on the site.

Budget Description: The Convention & Visitors Bureau of Greater Portland will contribute \$8335 of this project with MTMPP funds. Each of the 12 properties will contribute \$600 for thier listing page.

MTMPP Award: \$8,335.00

Cash Match: \$7,200.00

In-Kind Match: \$0.00

Project Quick Reference

	<u>MTMPP Award</u>	<u>Cash Match</u>	<u>In-Kind Match</u>
PSA Project			
PSA Project	\$10,000.00		
Web Application Streamlining			
Web Application Streamlining	\$2,050.00		
CENTRO Tracking / Measurement			
CENTRO Tracking / Measurement	\$4,875.00		
Administrative Costs			
Administrative Costs	\$17,400.00		
Photography			
Photography	\$2,500.00	\$0.00	\$0.00
Website Development			
Website Update	\$7,000.00	\$0.00	\$0.00
Analytics analysis & training	\$2,500.00	\$0.00	\$0.00
Cruise Consortium and Seaport Marketing			
Cruise Consortium and Seaport Marketing	\$10,000.00	\$25,000.00	\$0.00
CruiseMaine - SeaTrade			
SeaTrade Trade Show	\$3,000.00	\$0.00	\$0.00
Bridal Guide Magazine			
Advertising in Bridal Guide Magazine	\$10,000.00	\$15,000.00	\$0.00
Golf Digest Magazine			
Golf Digest Advertising	\$5,000.00	\$0.00	\$0.00
Marketing Materials			
Trade Show Banners	\$1,868.00	\$0.00	\$0.00
Interactive On-Line Visitors Guide			
On-Line Visitors Guide	\$2,475.00	\$0.00	\$0.00
Convention and Event Marketing			
ConventionPlanit.com Advertising	\$8,335.00	\$7,200.00	\$0.00

Budget Summary

Proposed MTMPP Award:	\$69,603.00
Administrative Costs:	\$17,400.00
Cash Match:	\$47,200.00
In-Kind Match:	\$0.00
Total Match:	\$47,200.00
Total Proposed Budget:	\$116,803.00